











in Brow
...and...









Books in Browsers II

(Part 2) - The Future of the Book







Bücher für Alle !







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Books In Browsers: Beautiful Books: #BiB11

October 27, 2011

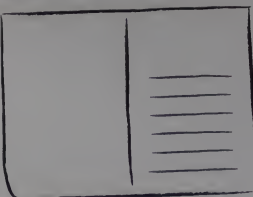
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ibis reader



08:30-09:00. Initio

Introduction and Welcome. Kat Meyer (O'Reilly Media), Peter Brantley (Internet Archive)

09:00-10:00. Morning session 1.

EPUB — out of the box. Bill McCoy (IDPF).

Elegantly On- and Offline. Blaine Cook (Osmosoft), Maureen Evans (Spezzato).

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The Ebook's Ambit. Joseph Pearson (Inventive Labs).

11:15-11:30. Break

11:30-12:30. Morning session 3.

Books in Browsers, 1994-2004. Michael Jensen (NAS).

The Future Now: The Social Book. Bob Stein (SocialBook).

12:30-13:30. Lunch

13:30-14:30. Afternoon session 1.

Electric Incunabula: progressive interactive book design. Corey Pressman (Exprima Media).

Beautiful Books. Craig Mod (Flipboard).

The Infinite Canvas. Peter Meyers (Author).

14:30-14:45. Break

14:45-15:45. Afternoon session 2: Standards

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OPDS v1.1+. Hadrien Gardeur (Feedbooks).

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First Draft of the Revolution: discoverable narratives in digital works. Liza Daly (Threepress).

Arcade: A case study in digital publishing. Roland Greene, Marissa Gemma (Stanford Univ.).

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Libros sin fronteras. Javier Celaya (Dos Doce).

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Evening:

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18:30-19:30. Books in Browsers: Ignite. Brewster Kahle (Internet Archive).







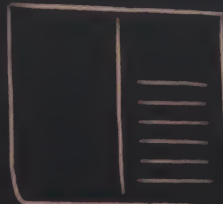








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Books in Browsers II







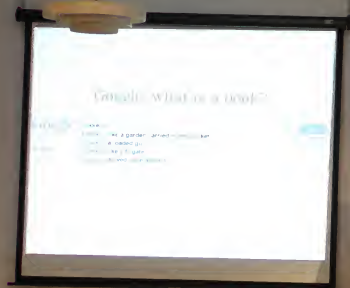
























Figure 2
Financial Sales Web





























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media.com

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www.exprimame



@exprima

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www.exprimamedia













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Go the Fuck to Sleep



by Adam Mansbach • Illustrated by Ricardo Cortés

Go the Fuck to Sleep



by Adam Mansbach • Illustrated by Ricardo Cortés







Introduction to the Course

1. Course Overview

- 2. Course Objectives
- 3. Course Structure
- 4. Course Materials
- 5. Course Evaluation

6. Course Schedule

7. Course Contact

8. Course FAQ



As Much Myth As Reality



Books in Review II




TOC





Critical components?





Open Bookmarks

... is a project to make social reading easy, personal, and open.

Easy: Anyone should be able to do it, and anyone should be able to help it happen.

Personal: The reading experience belongs to the reader and nobody else.

Open: Bookmarks must be shareable, accessible and persistent.

→ Home
What is Social Reading?
The Checklist
About Open Bookmarks
Blog

More and more people are reading books electronically. In some cases, of course, these are also digital books, making reading.

Creating social space to make bookmarks, with notes and ratings, is a natural next step. And this is what Open Bookmarks is all about. It's a place to share and learn from each other's reading experience. It's a place to share your thoughts, your feelings, your opinions.

Open Bookmarks wants to make sure that the experience is easy to use. It's a place to share and learn from each other's reading experience. It's a place to share your thoughts, your feelings, your opinions.

The Open Bookmarks project is a collaboration between a group of people who are interested in social reading. We are looking for people who are interested in social reading.

Both the site will provide a consumer guide to books and social reading applications. It's a place to share and learn from each other's reading experience. It's a place to share your thoughts, your feelings, your opinions.







OPDS 1.1 and b

















How modern
and simple
text into
the pattern
of the

























ARCHIVE
UNIVERSITY

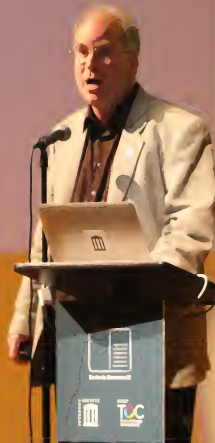


Internet Archive

- 501(c)(3) non-profit, founded in 1996
- In top 250 websites on the internet
- Registered library in California

For more information, visit:

archive.org, openlibrary.org, archive-it.org, opencontentalliance.org





350,000 Books

gs





...the first of the great libraries of the world...
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...the first of the great libraries of the world...
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...the first of the great libraries of the world...

350,000 Books
500,000 Moving Images
1,000,000 Audio Recordings
2,000,000 Hours of TV
3,000,000 Electronic Texts

...the first of the great libraries of the world...
...the first of the great libraries of the world...
...the first of the great libraries of the world...





Brewster Kahle, Internet Archive
Rochelle Grayson, BookRiff
Henrik Berggren, Readmill
Eli James, Pandamian
Hugh McGuire, Pressbooks
Mogens Nielsen, Flatleaf
Miral Sattar, BiblioCrunch
Ricky Wong, Mobnotate
Justo Hidalgo, 24Symbols
Mikkell Ricky, Systime iBogen
Michael Morgan, Re-Vinyl





bookRiFF

Books in Browsers – October 27, 2011
BookRiff Media Inc.



Rochelle Grayson, CEO
@RochelleGrayson
RochelleG@BookRiff.com



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Henrik
from
Readmill



 Readmill




Books in Browsers II

"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid



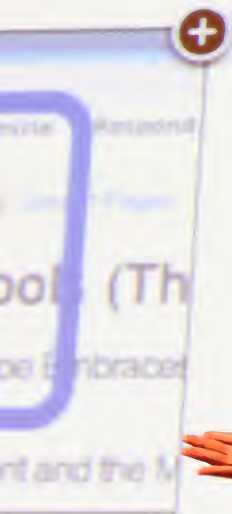




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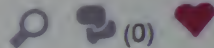


Half Formed Ideas

entrepreneurs we funded by in the mid 90s with our Flatiron Fund. He's done something like a half dozen startups since then and he's a veteran in the very best sense of the word.

1 Andy said "You missed an important option Fred - revenue based financing. I've got a new firm called Lighter Capital that does just that". I said, "Can you write a blog post for MBA Mondays explaining how it works?" So today, we have a guest post/advertorial on Revenue Based Financing from Andy/Lighter Capital. I hope you like it.

[http://mba-mondays.pandamian.com/revenue-based-financing/#p\[AsYlhY\],h\[AsYlhY,1,3\]](http://mba-mondays.pandamian.com/revenue-based-financing/#p[AsYlhY],h[AsYlhY,1,3])



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contact.

your email address before



Our choice:

Build from an existing platform that is native to the web, structured, and makes it easy to build beautiful websites with customizable templates.

(ie: WordPress.)









eBook Trends Royal Wedding vs. Osama Bin Laden

Readers were buying eBooks as huge news events unraveled

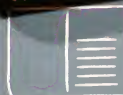


Introducing MobNotate

(Smart) Social Reading
ricky@mobnotate.com



using









State years after the first nuclear plant came on line in America, this is a mature industry that generates almost 20% of America's electricity. After more than \$100 billion in known government subsidies⁶⁶ it still demands more and larger subsidies from the American taxpayer and the U.S. government (call it "nuclear double dipping") the utility's capital costs are subsidized by the taxpayer on one end and by the taxpayer (the U.S. government) on the other end. Nice subsidy! You have to love that kind of accounting!

According to Eric Swerdlow, "generation costs for new nuclear (including fuel and O&M but not distribution to customers) are likely to be from 25 to 30 cents per kWh." This is much more expensive than wind or solar thermal are today and in the same ballpark as solar photovoltaics. The average American pays about 10¢/kWh.

Furthermore, an expansion of the nuclear industry would require the government to spend tens of billions of dollars to store the spent nuclear waste in Yucca Mountain or equivalent storage facilities.

This is billions of dollars in subsidies to a mature industry. It's much too expensive to build and run nuclear plants. Only with really massive government subsidies and favorable legal and accounting treatment can nuclear be built and run.

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Books in Browsers II





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Books in Browsers II





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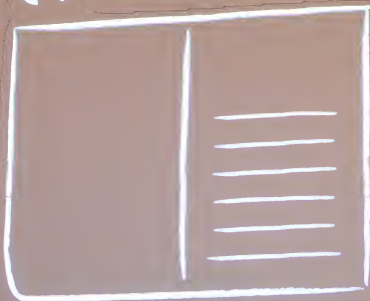
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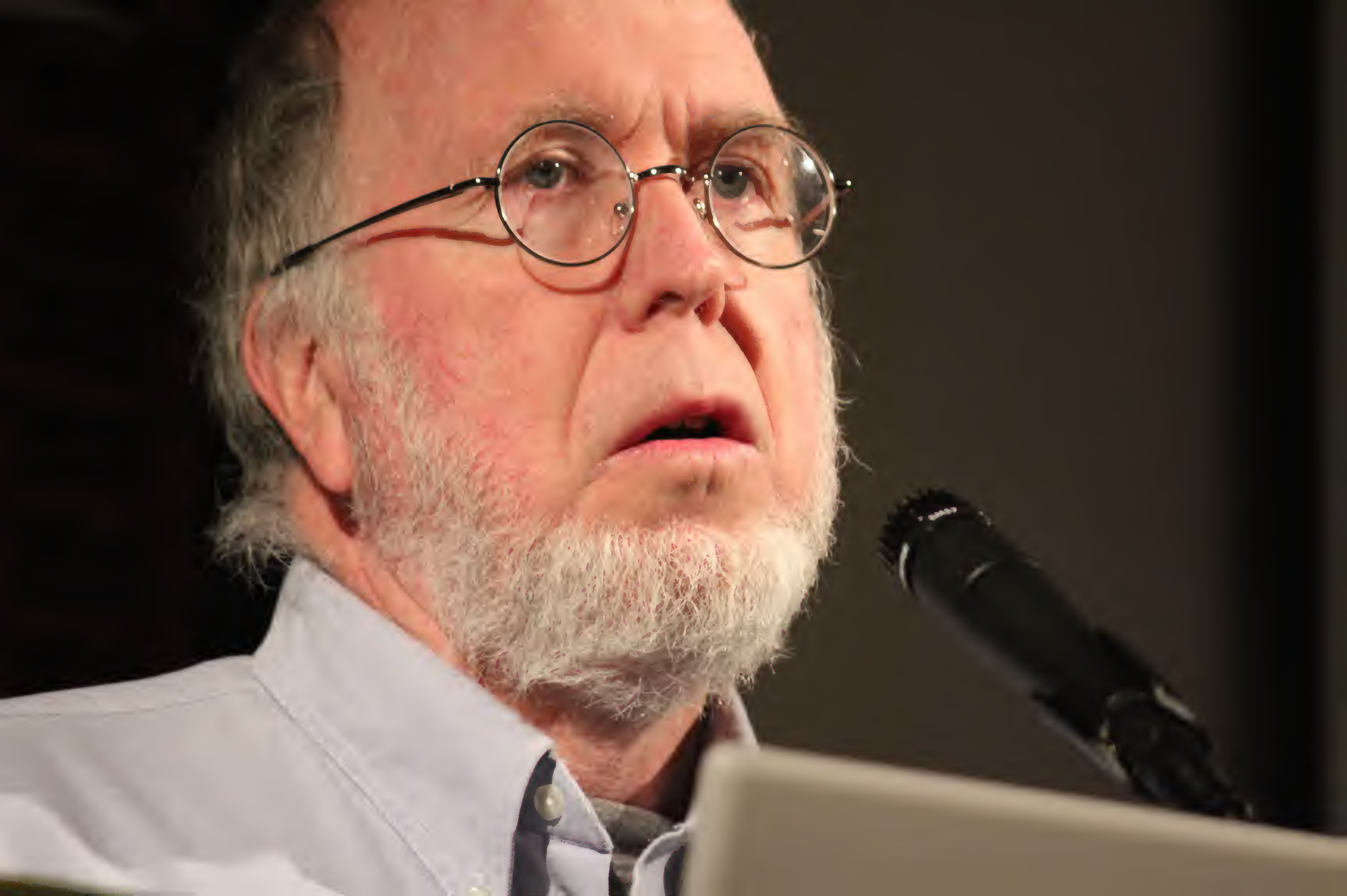
education

arts

science









Screen



People of the S





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But we fixed a
with standa







...y es have addressed this
a responsive design techniques
multi-media queries









Case Study #2: Integrate social media APIs into e-books



- Integrate Twitter content into your e-book
- Integrate Facebook
- Integrate YouTube videos



Acting on the
Intelligence
of the Community



Book to the University of Toronto



University of Toronto









l app

Mob

Books to
conv

















Time is now for companies, policymakers,
and public interest groups to work together
to:

- (1) develop robust protections related to information
collection, tracking, use, user control, disclosure, and
transparency/enforceability,
- (2) proactively defend reader privacy,
- (3) update and develop new laws to ensure clear and
robust protections for digital reading records -
ECPA/federal/state.

wellcity.org



Docket for Proceedings II



TOC
Technology Oversight Center













Readability and Resolution



Readability and

Improving readability by adding more context about the data

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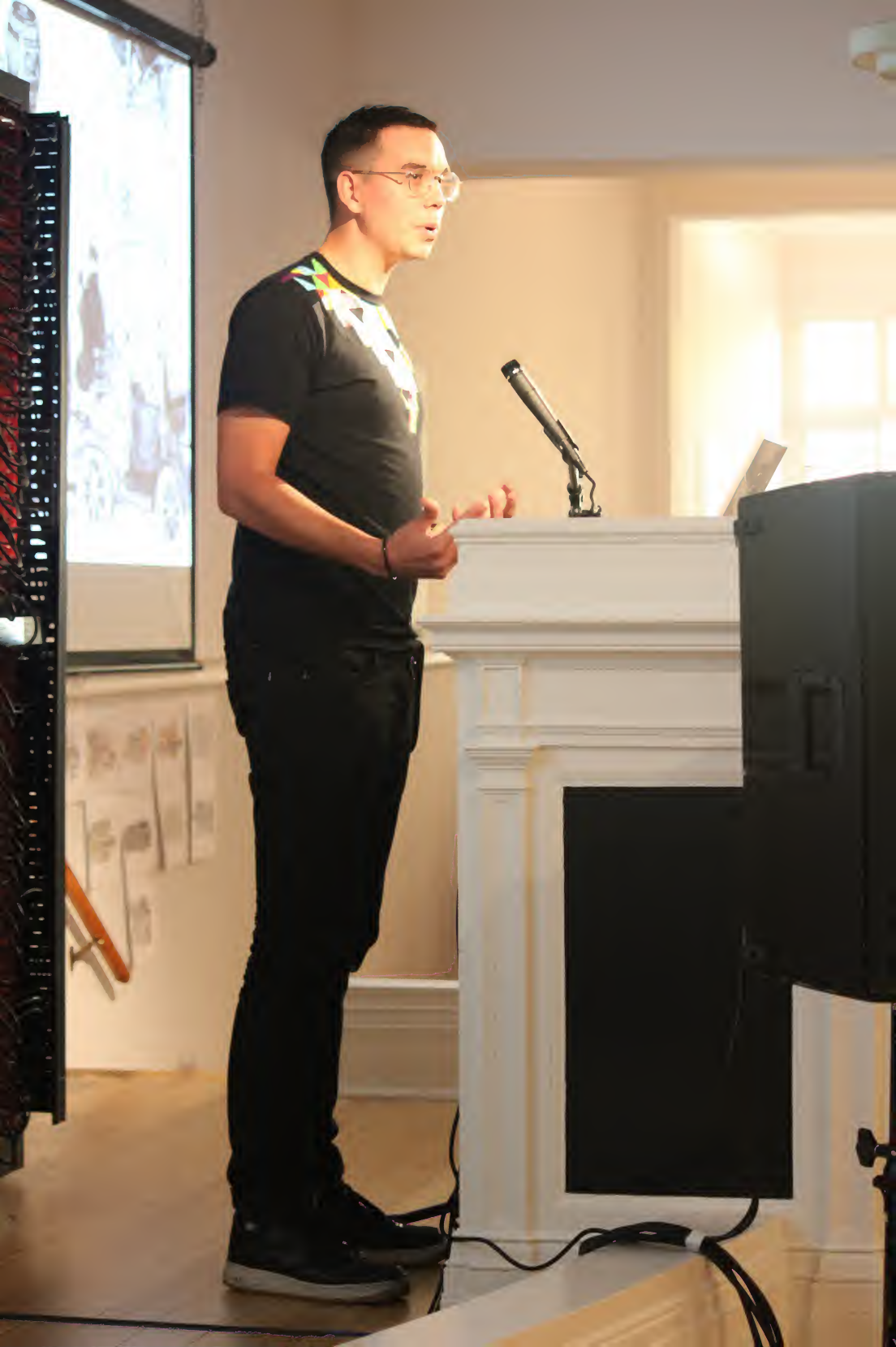


























Google

What is it?

- an index

How is it made?

- algorithmic digesting (collection/excerpting/ranking)
- trained by engineers, QA, users
- both precalculated and created-on-demand

And the representative textual artifacts are?

- medium-sized: ranked lists of links/snippets, by query
- snippet excerpts, by query+URL













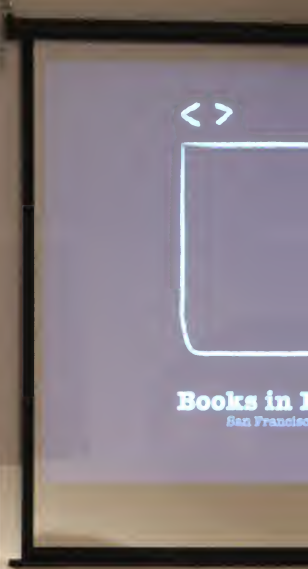
















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Books in Browsers II

San Francisco, October 2011















who is your
competition?







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Costs
roach

1. Category Re
2. High Produc
3. Inconsistent











The opportunity in abundance



Books in Browsers II





The opportunity



The opportunity













































Nettie Lagace
NIDA
ENCOURAGING INNOVATION 2013







Books in Bro

San Francisco, Oct 4















Browsers II
October 2011



















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ePUB

out of the box

Books in Browsers 2011

October 27, 2011

Bill McCoy

Executive Director

International Digital Publishing Forum (IDPF)

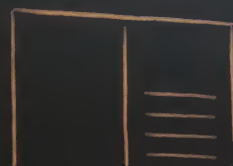




What is EPUB



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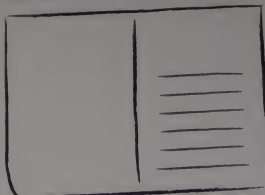
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Chris Butler
Internet Archive

BOOKS IN BROWSERS 2011



















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Maureen Evans

@cookbook in a delicious world

Flavorful, healthy, and delicious recipes for the home cook. I'm a food blogger and author of the book "The Art of the Home Cook: A Guide to the Art of the Home Cook".
<http://maureen-evans.com>

Following

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cookbook

Sweet Spice. Stir in skillet@low until just fragrant 2T dry
ging&cmn/T fresh gmdnutmeg/t gmdclove/t gmd
wtpep&cardamom. Store airtight.



cookbook

[Home-ground spices, prebaked crust & a smooth, just-set filling
make pumpkin pie. Also added vanilla. Here's a photo.]
bit.ly/7537b7



cookbook

Pumpkin Pie: Mix,heat canpumpkin/c brug/2T SweetSpice/t salt,
+1/4c cm&milk. Beat+4btnegg. Fill parbaked pieshell.
25m@400F(center jiggy).



cookbook

Perfect Soft-Boiled Eggs: Heat med panful h2o to bare simmr; +3-
6egg. Maintain at near simmrng (no bubbles) uncovrd7m. Rmv from
h2o.



cookbook

Mental Lentils: Simmr 3c h2o/c lentil 25m. Tst,gmd t cumin&s+p/T
coriandr; brwn+onion/2garic&rchili/1/4c oil. Mix all+lime&cilantro
totaste.



cookbook

Fall Tofu Scram: Brwn 3c squash&shroom/onion&chili/2t
curry&garic/3T oil. Stirfry+2b tofu/1/4c soya&minr; +2c



About Cookbook

25K

Tweets

15,177

Following

150,000

Followers

1,000

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Following









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how to get the most out of twitter
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how to























Joe Willett
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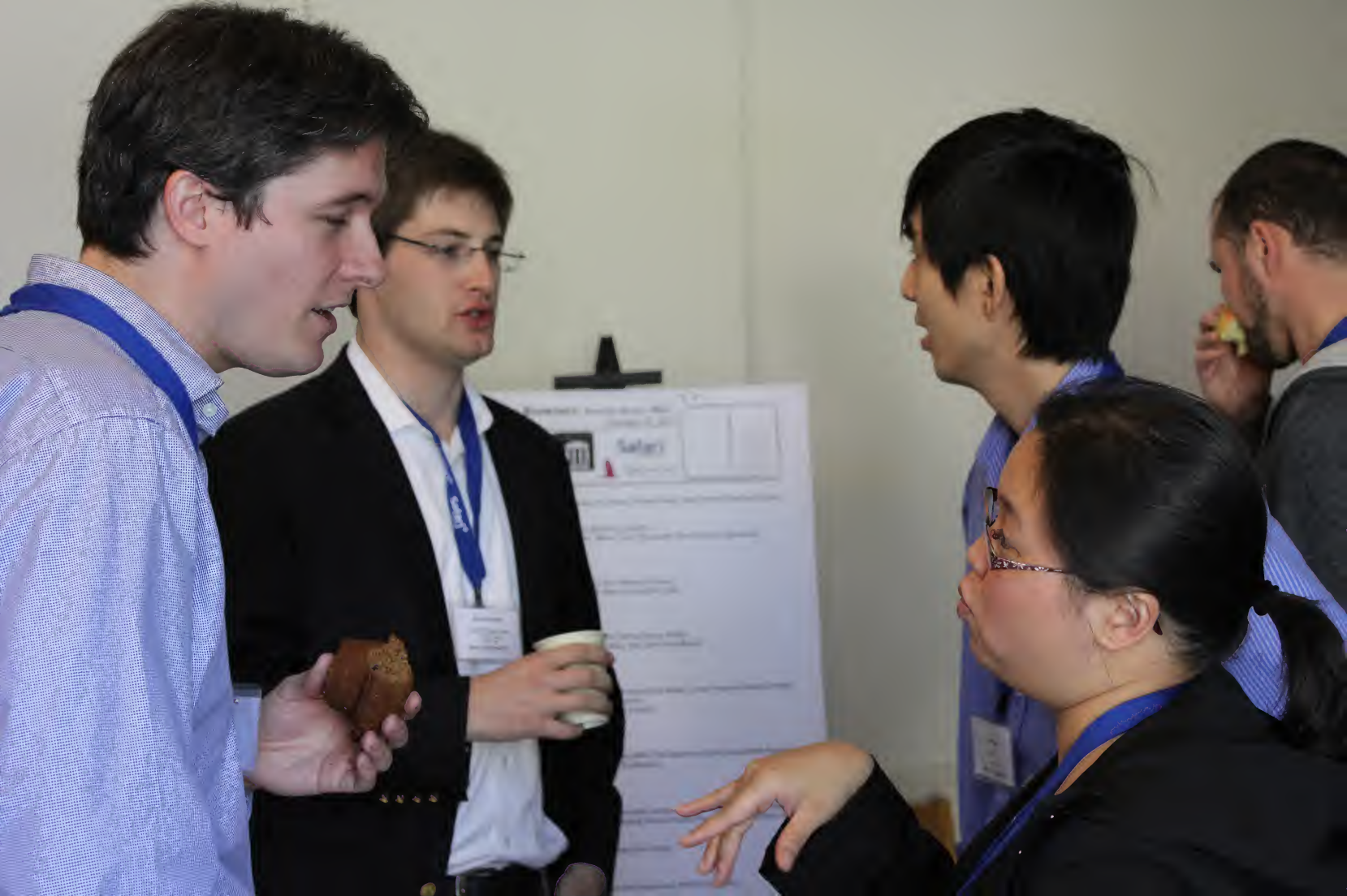


















book?

Google, what is a book?

Google

- 2004
- 2004: 1.5 billion scanned books
- 2005: 1.5 billion scanned books
- 2006: 1.5 billion scanned books
- 2007: 1.5 billion scanned books

















































(conference, April 1993)

Figure 1.

Personal Value Web



— Thick Line Transaction
— Thin Line Transaction
— Dashed Line Transaction
— Dotted Line Transaction

Figure 1

Formal Sales Web



..... Purchase Transaction
--- Free Transaction
--- Selling Transaction







1994,

National Academy Press
initiates making their books
online, for free,
TIFF-to-GIF pages,
i through N.

















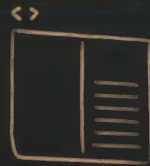


...d or buy or rent?
...sign for continuous
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Do we build
How do we design
enhance
experimentation
authoritative

Do we build or buy or rent?
How do we design for continuous
enhancement and
experimentation, while remaining
...ve sources?



Books in Browsers II





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Books in B

1980-1990



INTERNET ARCHIVE









Engelbart's mouse, 1967









Many people think that
the world is a flat
surface.

Great, meeting it and
not at all. But an agreement
to keep it a secret.



the stuff is social
reading is a fundamental
competence in the new
media (Mang/)

the stuff is social
reading is a fundamental
competence in the new
media (Mang/)

the shift to social
reading is a foundational
cornerstone in the new
media ecology

the shift to social
reading is a foundational
cornerstone in the new
media ecology















Brewster, K.
Journalist





@exprima

corey@exprima.com

www.exprimame



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www.exprimame.com



































nts:

A couple quick point





Peter Meyers
Meyers



Peter Meyers

yers





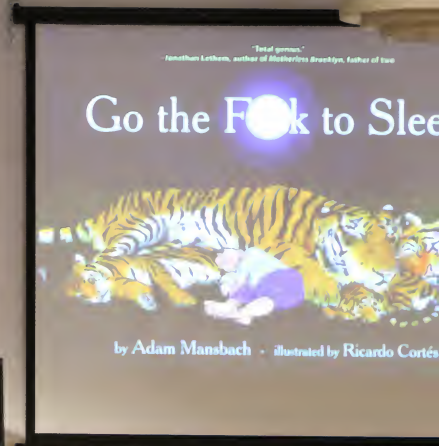
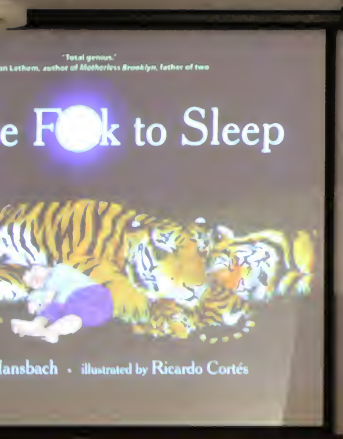


The Infinite Canvas



Safari





Update: Open Annotation



Robert Sanderson
rsanderson@lanl.gov
Los Alamos National Laboratory
@rsanderson42

Herbert Van de Sompel
herbertv@lanl.gov
Los Alamos National Laboratory
ghvdsompel

<http://www.openannotation.org/>

This research is funded by the Andrew W. Mellon Foundation



<>



Books in Browser II





















Data Model Update

the Knowledge Model

the Knowledge Model

the Knowledge Model

the Knowledge Model

the Knowledge Model

the Knowledge Model

Los Alamos

Cyber Attribution Data Model Update

the Knowledge Model

- Develop the Architecture of the Cyber Attribution Data Model
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- Develop the Architecture of the Cyber Attribution Data Model

the Knowledge Model

- Develop the Architecture of the Cyber Attribution Data Model
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Critical components?

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Critical components?

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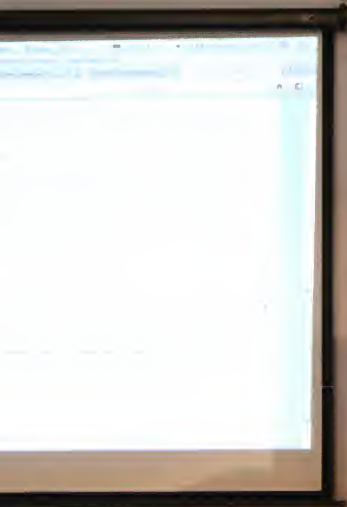


























































to Join
Users Web Ring!

Click Here to
My Books in Browse



early modern Englishmen read in fits and starts and jumped from book to book. They broke texts into fragments and assembled them into new patterns by transcribing them in different sections of their notebooks. Then they reread the copies and reorganized the patterns while adding more excerpts. Reading and writing were therefore inseparable activities.

The Case for Books: Past, Present, and Future by Robert Darnton (via Findings.com)

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THE WHOLE

Salari

Salari

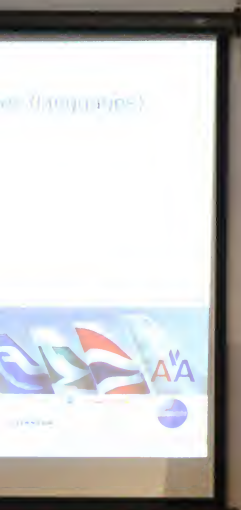


























Books in Browsers II

San Francisco, October 2011











319
159
265



14
59
65

Book
and





Books in Browsers II

San Francisco, October 2011























O'REILLY
spreading the knowledge of computers

Safari >>
Books Online

INGRAM



ibis reader



GREEN APPLE
BOOKS & MUSIC

















LIVE

350,000 Books

500,000 Moving Images

1,000,000 Audio Recordings

2,000,000 Hours of TV

DEBATE FORUM WATCH
University of Miami, Coral Gables, Florida

20071010
C-SPAN







- Arts — (Illustrations, Photo-Paints, Art-History) —
- Business and Economy (Xtra!) — (Directories, Investments, Classifieds) —
- Computers and Internet (Xtra!) — (Internet, WWW, Software, Multimedia) —
- Education — (Universities, K-12, Courses) —

350,000 Books
500,000 Moving Images
1,000,000 Audio Recordings
2,000,000 Hours of TV
3,000,000 Electronic Texts
150,000,000,000 Web Pages

yahoo.com, circa 1996



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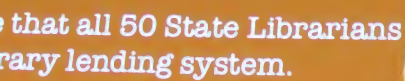
159

265











What is BookRiff?

A technology platform
for consumers and publishers
to remix and to resell content
while ensuring content owners get paid

bookRiff



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Hello, I'm
Henrik
from
Readmill



 Readmill



Books in Browsers II

"The Social Object, in a nutshell, is the reason two people are talking to each other, as opposed to talking to somebody else."

— Hugh Macleod, @gapingvoid















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The patch was developed by a group of German hackers who belonged to something they called the "Chaos Computer Club" (CCC).

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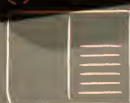


Our choice:

Build from an existing platform that is native to the web, structured, and makes it easy to build beautiful websites with customizable templates.

(ie: WordPress.)









Books in Browsers II

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Readers were buying eBooks as huge news events unraveled



eBook Trends Royal Wedding vs. Osama Bin Laden

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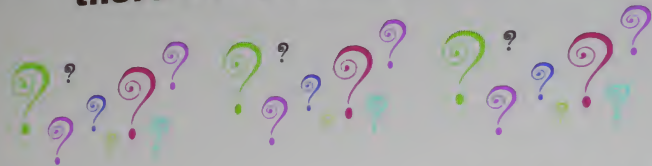
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Book in Documents 10

TOC

Background

- MS/BS in Computer Science
 - Artificial Intelligence, Large-Scale Distributed Systems
- Ex-Google Software Engineer
 - 5 years in Ads Analytics and Data Warehousing
- MBA from INSEAD (Europe/Asia)
 - Case Discussions



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MobNotate

Books to social app
converter











The coal industry, in the face of these facts, is cleverly promoting "clean coal." They have promoted the concept of "Carbon Capture and Sequestration" (CCS) by which coal plants would take the CO₂ emissions and store them underground.

Last summer I helped my brother move into a new place. We had some extra boxes that needed to be disposed of. We drove them to the city dump and paid for disposal. The price? About \$100 per ton of garbage. That is only fair. Cities and counties have learned to price garbage pay more, only fair. Households that produce more garbage pay more, only fair. Households that produce little pay less. No government in its right mind would allow for households to dump garbage in the middle of the street (or, heaven forbid, bury it) and expect the government to collect it, transport it, process it, and store it—for free. Farmers require that garbage producers and polluters pay their fair share.

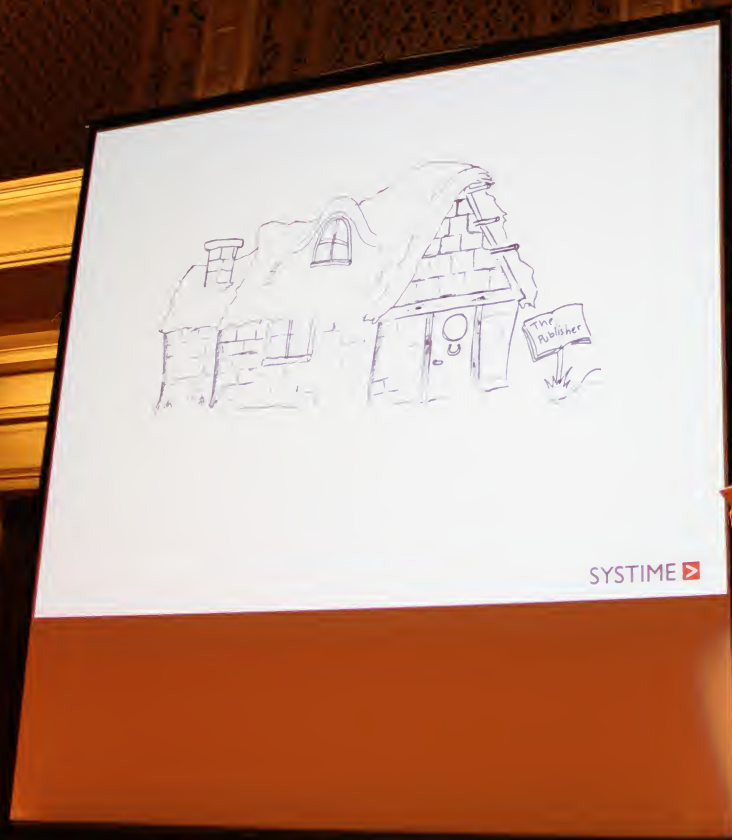
It is quite important that coal pay for its garbage, because assuming that CCS were to actually work as advertised, some day the industry would need an additional 25% more coal just to capture and sequester the waste from the coal. (That is, it takes a lot of extra coal to generate energy to clean up the mess generated by the coal.) Then we'd be adding another 30 million tons or so to America's waste stream.

Is the coal industry going to pay our cities, counties, and states \$100 per ton to dispose of their billions of tons of garbage? (Notice that I have only talked about solid waste. Air-borne CO₂ pollution is a whole other waste stream!) Not likely.

The U.S. government has actually allocated \$3.4 billion for the coal industry to develop CCS. I'm wondering why a 200-year old, trillion-dollar industry can't clean up its act on its own. The Australian government has

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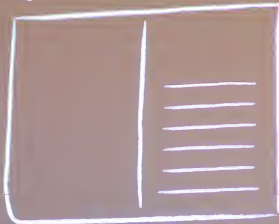






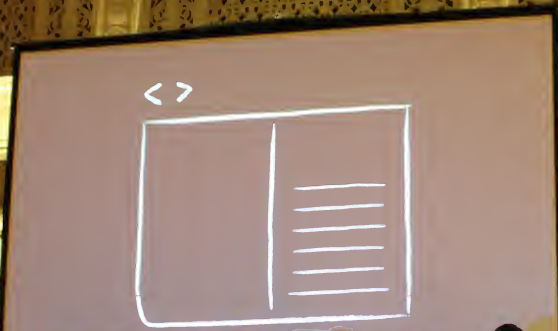


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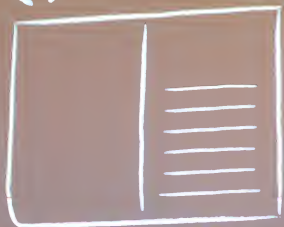
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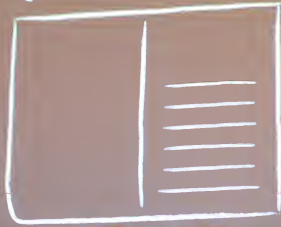


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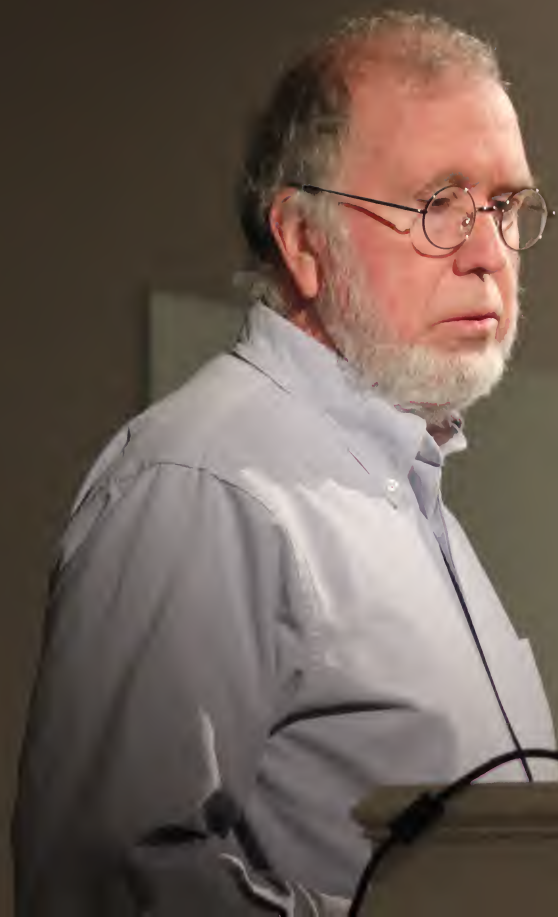
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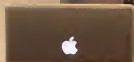


Books in Browsers II



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- 3) Growth of digital
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Time is now for companies, policymakers,
and public interest groups to work together
to:

- 1) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure
- 2) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure
- 3) Develop robust evidence-based information
on the benefits, risks, and costs of
transmission infrastructure



Government Entities

A court case showing

1) compelling interest

2) need to know more

3) right to provide and opportunity to appear and
comment

4) need to make contemporaneous with execution

• Rigorous privacy and consent exceptions.

• Can't possibly be "intrusive" because a person's personal
information is a government entity if subject of their
attention.



- 20,000 Books

- 100 Watts

- 4 Watts

- 500+ items can be connected
simultaneously

Book
Server

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- 20,000 books
- 4 Worms
- 400+ books can be connected simultaneously



• 20,000 books

• 100,000 users

• 4 MW

• 500,000 can be connected
simultaneously



















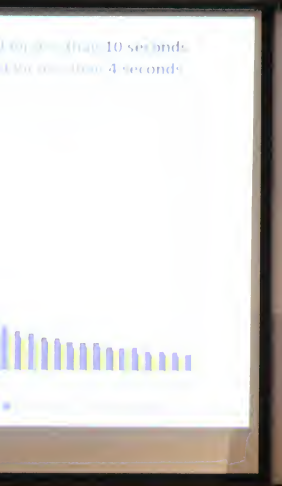






























































































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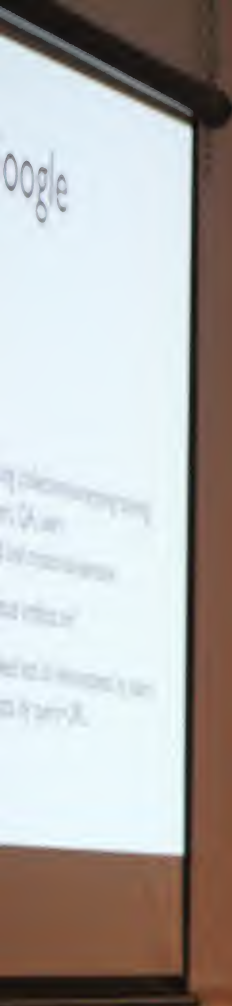
- an index

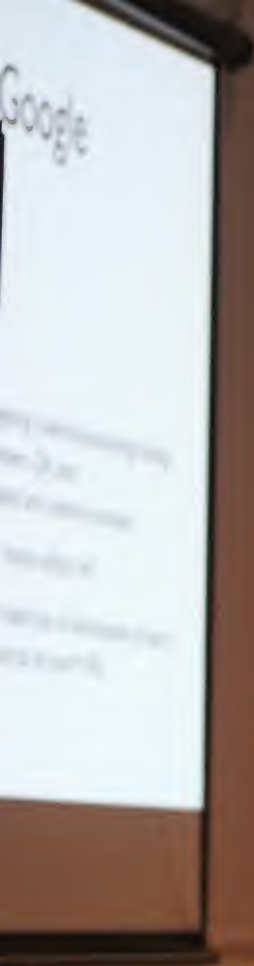
How is it made?

- algorithmic digesting (collection/excerpting/ranking)
- trained by engineers, QA, users
- both precalculated and created-on-demand

And the representative textual artifacts are?

- medium-sized: ranked lists of links/snippets, by query
• snippet excerpts, by query+URL















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What is it?

- an 'encyclopedia'

How is it made?

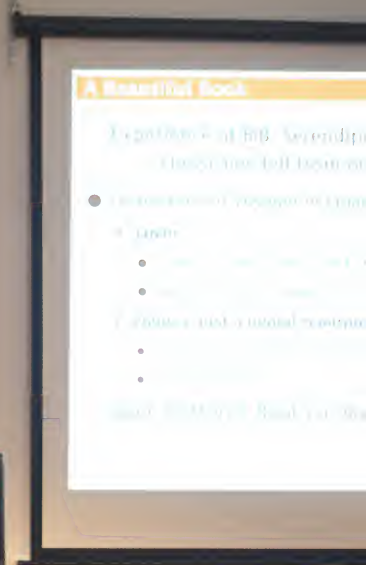
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- precomposed

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- tiny/small abstracts,











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Experience at BIB: Serendipity

- The scales fell from our eyes!

● Quadrants of Voyager in Japan

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3. Inconsistent





















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